

The background of the slide is a grayscale image of architectural blueprints. The blueprints are spread out, with some sheets rolled up on the left side. The drawings show various building footprints, parking lots, and site plans. Some text on the blueprints is visible, such as 'PHASE' and 'ENTRANCE'.

# **Takoma Park Community Center**

## **Use & Rental Policies**

**April 4, 2005**

**Presenter:**

**Debra Haiduven, Director of Recreation Department**



# Scope of Discussion

---

Revenue opportunities, space

Practices of other jurisdictions

Priority of use among various groups

Define groups

Parameters of a partnership

Review staff recommendations for policies

Discuss sample rate structure



# Facility Revenue History (Gross)

---

## FY03

Parks	\$ 1,625
Municipal Bldg.	\$ 3,945
Recreation Classes	\$21,580
TPRC Rentals	\$ 7,776
TPRC Contractors	\$31,284

## FY04

Parks	\$ 1,500
Municipal Bldg.	\$ 3,995
Recreation Classes	\$29,818
TPRC Rentals	\$ 6,678
TPRC Contractors	\$12,047



# Future Revenue Opportunities

---

- ☞ Programs  
Class Fees, Memberships
- ☞ Grants
- ☞ Concessions
- ☞ Partnerships
- ☞ Rentals



# **Space Available in New Community**

---

## **Appropriate for Rental**

**Dance Room**

**Theater**

**Reception Area**

**Multi-Purpose Room**

**Meeting Rooms (3)**

**Conference Room**

## **Not for Rent**

**Teen Hangout Room**

**Game Room**

**Art Room**

**Senior Room**

**Computer Lab Rooms**



# Goals for Policies

---

Simple to Administer

Fair

Convenient for the Public



# **Review Other Communities**

---

Wide range of rates - \$0 to \$120/hr.

Most communities charge for space

Peak/non peak is used inconsistently

**Takoma Park is different!**



# **Other Jurisdictions**

---

## **Montgomery County - 2 Categories**

MC not for profit groups and orgs. of a service nature

Individuals or orgs. primarily social in nature, profit or non

## **Gaithersburg - 4 Categories (Peak/Non-Peak)**

Individual Non-Profit Resident or Non- Resident,

Business/Commercial Resident or Non-Resident

## **Rockville - 3 Categories**

Private Resident/Business, Non-Resident Groups,

Non-Profit Community Organizations

## **Greenbelt - 2 Categories**

Resident, Non-Resident

## **ICB - 6 Categories (Peak/Non-Peak)**

Refer to Supplemental Info



# Current Takoma Park Categories

---

3 Categories w/ Sub-Categories  
and Peak/Non- Peak

## Resident

Community Organization

Organization Meeting

Special Activity Weekday, Weekend

Non-Profit Fundraiser Weekday, Weekend

## Non-Resident

Organization Meeting Weekday and Weekend

Special Activities/Non-Profit Fundraisers, Weekday, Weekend

## Commercial

Meeting Weekday, Weekend

Special Activity/Fundraiser, Weekday, Weekend



# Decision Points

---

- ✓ Priority for facility use
- ✓ Define community groups
- ✓ Outline criteria for partnerships

Then:

- ✓ Set Rates



# Priority for Facility Use

---

## Community Use Focus

Highest priority of space for groups, youth senior programs

Goal to serve primarily the Takoma Park community

OR

## Revenue Generation Focus

Highest priority given to paying customers

Aggressive marketing of facility space

Permit alcohol in the building

One option may preclude the other



# Definition of User Groups

---

## Categories of Users

Neighborhood Groups

Residents

501C3 Not for Profit

Community Group

Commercial

Peak/Non-Peak

## Type of Function

Fundraiser

Profit

Admission

Social Events

Classes



# Partnerships

---

- ☞ Must be mutually beneficial
- ☞ Serve Takoma Park citizens
- ☞ Scholarships are made available
- ☞ Can be co-sponsor in grant application
- ☞ May involve payment



# **Staff Recommendations**

---

1. Identify criteria for community groups.
2. Registration 3x year and City functions have priority.
3. Put an annual cap on free use (6x/calendar year.)
4. Residents pay less than non-residents.
5. Establish solid win-win partnerships.
6. Charge staff time for outside normal hours of operation.
7. Use security deposit for Heffner and large events only.
8. Implement hourly rental instead of daily.
9. Re-vamp policies to clarify changes, apply to all facilities, then bring back to Council.



# **Sample Rates for Multi-Purpose Rm\***

---

## **Community Use Focus**

**Resident \$20/hr**  
**Non-Resident \$30/hr**  
**Community Group 6 free/year**

## **Revenue Generation Focus**

**Resident \$30/hr**  
**Non-Resident \$40/hr**  
**Res. Commercial \$60/hr**  
**Non-Res. Commercial \$80/hr**  
**Community Group 2 free/year, \$20/hr**

**\*For illustrative purposes only**